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Wyndham Teams Up with Roadchef to Launch First Super 8 Hotel in the UK

Super 8, the stylish economy brand known for its roadside hotels, expanding global footprint with upcoming opening of Super 8 by Wyndham Chester East

LONDON, July 10, 2023 /PRNewswire/ -- Wyndham Hotels & Resorts, the world's largest hotel franchising company with approximately 9,100 hotels spanning more than 95 countries and Roadchef, one of the UK's leading motorway service area operators welcoming 52 million visitors each year, today announced the upcoming opening of Super 8 by Wyndham Chester East, the brand's first entry in the UK.

For nearly 50 years, Super 8 by Wyndham has been recognised as a trusted companion to roadside travellers. With nearly 2,700 hotels around the world—including the U.S., China, Dominican Republic, Indonesia, Germany, UAE, Saudi Arabia and soon in the UK—Super 8 is known for elevating the economy hotel experience, offering sleek accommodations and friendly service at an affordable price.

Expected to open this month following an extensive refurbishment project, the 41-room hotel is conveniently located just off the M56 motorway, serving road travellers around the Cheshire, Greater Manchester and North Wales areas of the UK. The refurbishment is part of a larger multi-million investment by Roadchef as it looks to upgrade its roadside hotels across the UK to better meet the needs of guests now and in the future.

Dimitris Manikis, President Europe, Middle East, Eurasia and Africa at Wyndham Hotels & Resorts said: "Today's travellers want a quality experience but at an affordable price, which is exactly what Super 8 by Wyndham offers. It's a brand that's all about embracing the journey, helping guests rest up, refuel and tackle the open road ahead. For that reason, Roadchef—a company known for leveraging innovation placing convenience and comfort at the heart of their business—is the perfect partner to help us bring Super 8 by Wyndham to the UK."

Dan Sutton, Head of Hotels at Roadchef commented: "Our long-term vision is to transform the way people experience road travel and roadside hotels. Business and leisure travellers alike seek convenience, comfort, and affordability, and we believe hoteliers need to cater to these modern-day guests and their evolving expectations. Launching Super 8 by Wyndham in the UK is a step towards elevating and revolutionising the roadside hotel experience and we are proud to be a part of this transformation and continue to invest in delighting our guests."

Convenience and Comfort for Every Guest

Super 8 by Wyndham Chester East is expected to open this month following a major refurbishment project, which kicked off earlier this year. Influenced by the look and feel of new Super 8 hotels throughout North America and Europe with sleek furnishings and

signature artwork, Roadchef conducted research on UK travellers' preferences, which influenced the hotel's design. Among the findings, respondents highlighted a strong desire for enhanced convenience, greater choice and flexibility of experience as well as a growing need for well-considered electric vehicle charging options to suit an overnight stay rather than a short high-powered 'top up' whilst mid-journey.

Super 8 by Wyndham Chester East will offer a variety of room types designed with comfort and noise-reduction in-mind, providing guests with a home-away-from-home experience. The hotel will offer a mix of contemporary rooms to easily suit families, groups, couples or individuals, as well as two-bedroom accommodations with lounge areas and king bedrooms, in addition to standard double, twin and king guest rooms. The hotel will also provide the latest in-room tech, a stylish bar and restaurant, as well as on-site EV charging facilities, allowing guests to charge their vehicles overnight at an inclusive, affordable price. Whether for a short stay, a business trip or weekend away with friends, Super 8 by Wyndham Chester East will be a reliable roadside companion to suit any traveller's needs.

In line with both Roadchef's and Wyndham's commitments to protecting the environment, Super 8 by Wyndham Chester East will participate in the Wyndham Green Certification programme, Wyndham's five-level certification framework and brand standard that helps hotels to improve their energy efficiency, reduce emissions, conserve water, and reduce waste whilst also helping owners' bottom lines.

Super 8 by Wyndham Chester East is part of Wyndham Hotels & Resorts' portfolio of over 65 hotels across the UK, all of which participate in [Wyndham Rewards®](#), the award-winning hotel rewards programme offering approximately 101 million enrolled members the opportunity to redeem points at more than 50,000 hotels, vacation club resorts and vacation rentals around the world.

For more information about Super 8 by Wyndham Chester East visit www.roadchef.com/super8 or for more information regarding the Super 8 brand globally, visit www.super8.com. For additional details on franchising opportunities, visit www.whrdevelopmentemea.com.

About Super 8 by Wyndham

For more than four decades, Super 8® by Wyndham—one of the world's largest economy hotel brands with nearly 2,700 hotels globally—has served as a trusted and convenient companion on the road. Today, we're on a mission to elevate economy, modernizing the brand for the next generation of traveller with redesigned rooms and fast, free Wi-Fi. Learn more www.super8.com. Like us on [Facebook](#) and follow us on [Instagram](#). See you on the Road.

About Wyndham Hotels & Resorts

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of properties, with approximately 9,100 hotels across over 95 countries on six continents. Through its network of approximately 845,000 rooms appealing to the everyday traveller, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 24 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. The Company's award-winning Wyndham Rewards loyalty programme offers approximately 101 million

enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit www.wyndhamhotels.com.

About Roadchef

Roadchef is one of the UK's leading motorway and trunk road service area operators. With 30 locations across the nation, including 17 hotels within a longstanding partnership with Wyndham Hotels & Resorts. Roadchef aims to provide a restful and relaxing environment for over 52 million visitors to its motorway service areas each year, employing over 3,000 people across its locations and boasting an outstanding employee retention record.


In 2023, it achieved Platinum level of the Investors in People (IIP) accreditation - the highest accolade that can be achieved against the Investors in People Standard, held by just 6% of the 50,000 IIP-accredited organisations across the world. It was also recently awarded a 2 Star Accreditation from the Best Companies employee engagement survey representing outstanding commitments to workplace engagement. Popular brands located at Roadchef include McDonald's, Costa, LEON, WHSmith, SPAR, Chozen Noodle, Coco di Mama, Days Inn by Wyndham and Super 8 by Wyndham. In addition, Roadchef's own branded offerings include Garden Square Deli and Fresh Food Café.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the federal securities laws, including statements related to Wyndham Hotels & Resorts, Inc.'s (the "Company") current views and expectations related to rooms growth, development and consumer demand trends. Forward-looking statements include those that convey management's expectations as to the future based on plans, estimates and projections at the time the Company makes the statements and may be identified by words such as "will," "expect," "believe," "plan," "anticipate," "intend," "goal," "future," "outlook," "guidance," "target," "objective," "estimate," "projection" and similar words or expressions, including the negative version of such words and expressions. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.

Factors that could cause actual results to differ materially from those in the forward-looking statements include, without limitation, general economic conditions, including inflation, higher interest rates and potential recessionary pressures; the worsening of the effects from the coronavirus pandemic ("COVID-19"); COVID-19's scope, duration, resurgence and impact on the Company's business operations, financial results, cash flows and liquidity, as well as the impact on the Company's franchisees, guests and team members, the hospitality industry and overall demand for and restrictions on travel; the Company's continued performance during the recovery from COVID-19 and any resurgence or mutations of the virus; concerns with or threats of other pandemics, contagious diseases or health epidemics, including the effects of COVID-19; the performance of the financial and credit markets; the economic environment for the hospitality industry; operating risks associated with the hotel franchising businesses; the Company's relationships with franchisees; the impact of war, terrorist activity, political instability or political strife, including the ongoing conflict between Russia and Ukraine; the Company's ability to satisfy obligations and agreements

under its outstanding indebtedness, including the payment of principal and interest and compliance with the covenants thereunder; risks related to the Company's ability to obtain financing and the terms of such financing, including access to liquidity and capital; and the Company's ability to make or pay, plans for, and the timing and amount of any future share repurchases and/or dividends, as well as the risks described in the Company's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission and any subsequent reports filed with the Securities and Exchange Commission. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, subsequent events or otherwise, except as required by law.

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